REMARKS

As a preliminary matter, Applicants respectfully request the withdrawal of the finality of the August 18, 2008 Office Action, and the issuance of either a Notice of Allowance or a new Final Rejection, because the August 18, 2008 Final Office Action was incomplete. In particular, the Examiner did not provide a response to Applicants arguments of the §103 rejections of Claims 6, 27, 28 and 30-39 based on United States Patent No. 6,466,280 to Park et al., which arguments were set forth on page 16 (line 17) through page 18 (line 16). Further, with regard to dependent Claim 29, the Examiner indicated that this claim contained allowable subject matter (page 15, lines 14-26), while also rejecting this claim under 35 U.S.C. §103 (page 10, lines 16-18). Accordingly, due to these deficiencies in the Final Office Action, Applicants respectfully request the withdrawal of the finality of the Office Action and the issuance of either a Notice of Allowance or a new Final Rejection.

Claims 27-30, 32 and 36 stand objected to for allegedly lacking proper antecedent basis. Applicants have amended these claims in the manner suggested by the Examiner, which suggestions Applicants appreciate. Accordingly, withdrawal of the objections to these claims is respectfully requested.

Applicants appreciate the Examiner's indication that dependent Claims 4 and 29 contain allowable subject matter, and would be allowed if amended into independent form. For the reasons set forth below, Applicants respectfully submit that associated independent Claims 1 and 6 should be allowable even without incorporating therein the subject matter of Claims 4 and 29.

Claims 1, 8-10, 12, 13 and 15 stand rejected under 35 U.S.C. §103 as being unpatentable over United States Patent Application Publication No. 2003/0043326 to Sawasaki et al in view of United States Patent No. 5,936,693 to Yoshida et al. Claims 2, 3 and 5 stand rejected under 35 U.S.C. §103 as being unpatentable over Sawasaki et al. and Yoshida et al. and further in view of United States Patent Application Publication No. 2003/0043326 to Sawasaki et al in view of United States Patent Application Publication No. 2002/0030780 to Nishida et al. Claim 7 stands rejected under 35 U.S.C. §103 as being unpatentable over Sawasaki et al. in view of Yoshida et al. and further in view of United States Patent No. 5,644,415 to Aoki et al.

Applicants respectfully submit that the Sawasaki et al. reference does not qualify as prior art under 35 U.S.C. §103 because the Sawasaki et al. reference and the instant application were, at the time the invention was made, owned by the same entity. *See* 35 U.S.C. §103(c). As discussed in MPEP §706.02(l)(1), for applications such as this one which were filed on or after November 29, 1999, subject matter which was previously considered as prior art under former 35 U.S.C. § 103 via 35 U.S.C. § 102(e) is now disqualified as prior art against the claimed invention if that subject matter and the claimed invention were, at the time that the invention was made, owned by the same person or entity or subject to an assignment to the same person or entity.

In the instant case, Applicants respectfully submit that both the present application and the Sawasaki et al. reference were, at the time that the claimed invention was made, commonly owned by the same entity, Fujitsu Display Technologies Corporation.

(Both inventions have now been assigned to Sharp Kabushiki Kaisha). The Sawasaki et al. reference, which has Serial No. 10/166,119, was originally assigned to Fujitsu Limited in an assignment recorded on June 10, 2002, as evidenced in the Assignment Records on Reel 012999, Frame 0995. The application was next assigned to Fujitsu Display Technologies Corporation in an assignment recorded on December 18, 2002, as evidenced in the Assignment Records on Reel 013552, Frame 0107. After an intermediate assignment, the reference was subsequently assigned to Sharp Kabushiki Kaisha in an assignment recorded on July 14, 2005 on Reel 016345 and Frame 0210.

The present application, Serial No. 10/808,218 (Publication No. 2005/0128371), was also assigned to Fujitsu Display Technologies Corporation (recorded on July 2, 2004, Reel/Frame 01537/0263), and, after an intermediate assignment, was subsequently assigned to Sharp Kabushiki Kaisha (recorded on July 14, 2005, Reel/Frame 016345/0210).

Accordingly, as evidence establishing common ownership has been provided, Applicants respectfully request that the Sawasaki et al. reference be withdrawn as valid § 103 prior art. *See* MPEP §706.02(l)(2)(II). Since the Sawasaki et al. reference should be withdrawn as prior art, Applicants respectfully submit that the §103 rejections of Claims 1, 2, 3, 5, 7-10, 12, 13 and 15 based on Sawasaki et al. should be withdrawn.

Claims 6, 37 and 38 stand rejected under 35 U.S.C. §103 as being unpatentable over United States Patent No. 6,466,280 to Park et al. in view of United States Patent No. 6,452,654 to Kubo et al. Applicants respectfully traverse this rejection.

As previously argued in Amendment F, Applicants respectfully submit that the cited references fail to disclose or suggest all of the features defined in independent Claim 6. More specifically, the citied references fail to disclose or suggest a liquid crystal display that includes, *inter alia*, a pixel region with a low effective voltage area and another area with a higher voltage, where the voltages at issue are, respectively, "applied by the pixel and the common electrodes" or "applied between the pixel and common electrodes," as recited in independent Claim 6.

In contrast, as can be seen in Figure 5D of Park et al., in area 72, which is the area identified by the Examiner as corresponding to the claimed low effective voltage area, the voltage is applied between pixel electrode 70 and another electrode (such as a common electrode), while in another area with a higher effective voltage, the voltage is applied between reflective electrode 68 and another electrode (such as a common electrode). Accordingly, the pair of electrodes that make up the low effective voltage area (electrode 70 and a common electrode) are not the same as the pair of electrodes that make up the higher effective voltage area (electrode 68 and a common electrode). Such a configuration does not satisfy Claim 6, which states that the voltages applied at the low effective voltage area and the "another area" are both applied between the same pair of electrodes, (*i.e.*, between the pixel and common electrodes).

Further, the Kubo et al. reference does not remedy this deficiency, nor was it relied upon as such.

Accordingly, for at least this reason, Applicants respectfully request the withdrawal of this §103 rejection of independent Claim 6 and associated dependent Claims 37 and 38.

Claims 27-30 stand rejected under 35 U.S.C. §103 as being unpatentable over Park et al. and Kubo et al. and further in view of Nishida et al. Claim 31 stands rejected under 35 U.S.C. §103 as being unpatentable over Park et al. and Kubo et al. and further in view of Aoki et al. Claim 32 stands rejected under 35 U.S.C. §103 as being unpatentable over Park et al. and Kubo et al. and further in view of United States Patent No. 6,909,479 to Iijama. Claims 33-36 stand rejected under 35 U.S.C. §103 as being unpatentable over Park et al. and Kubo et al. and further in view of United States Patent No. 7,113,238 to Okumura. Claim 39 stands rejected under 35 U.S.C. §103 as being unpatentable over Park et al. and Kubo et al. and further in view of United States Patent Application Publication No. 2002/0075436 to Kubo et al. (hereinafter: Kubo '436). Applicants respectfully traverse these rejections.

Initially, as mentioned above, although Claim 29 was listed in the §103 rejection under the combination of Park et al., Kubo et al., and Nishida et al., the Examiner also indicated that Claim 29 contains allowable subject matter, and would be allowed if amended into independent form. Accordingly, due to these contradictory statements, Applicants respectfully clarification of the status of Claim 29

Claims 27-36 and 39 all depend, directly or indirectly, from independent Claim 6, and therefore include all of the features of Claim 6, plus additional features. Accordingly,

Applicants respectfully request that these §103 rejections of dependent Claims 27-36 and 39 be withdrawn considering the above remarks directed to independent Claim 6, and also because the additionally cited references do not remedy the deficiencies noted above.

For all of the above reasons, Applicants request reconsideration and allowance of the claimed invention. Should the Examiner be of the opinion that a telephone conference would aid in the prosecution of the application, or that outstanding issues exist, the Examiner is invited to contact the undersigned attorney.

If a Petition under 37 C.F.R. §1.136(a) for an extension of time for response is required to make the attached response timely, it is hereby petitioned under 37 C.F.R. §1.136(a) for an extension of time for response in the above-identified application for the period required to make the attached response timely. The Commissioner is hereby authorized to charge any additional fees which may be required to this Application under 37 C.F.R. §§1.16-1.17, or credit any overpayment, to Deposit Account No. 07-2069.

Respectfully submitted,

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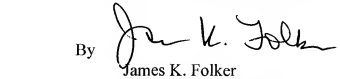
By 

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